



VIDEOS FOR SOCIAL MEDIA COMMUNICATION

By Lillie Paquette

Who is your audience?

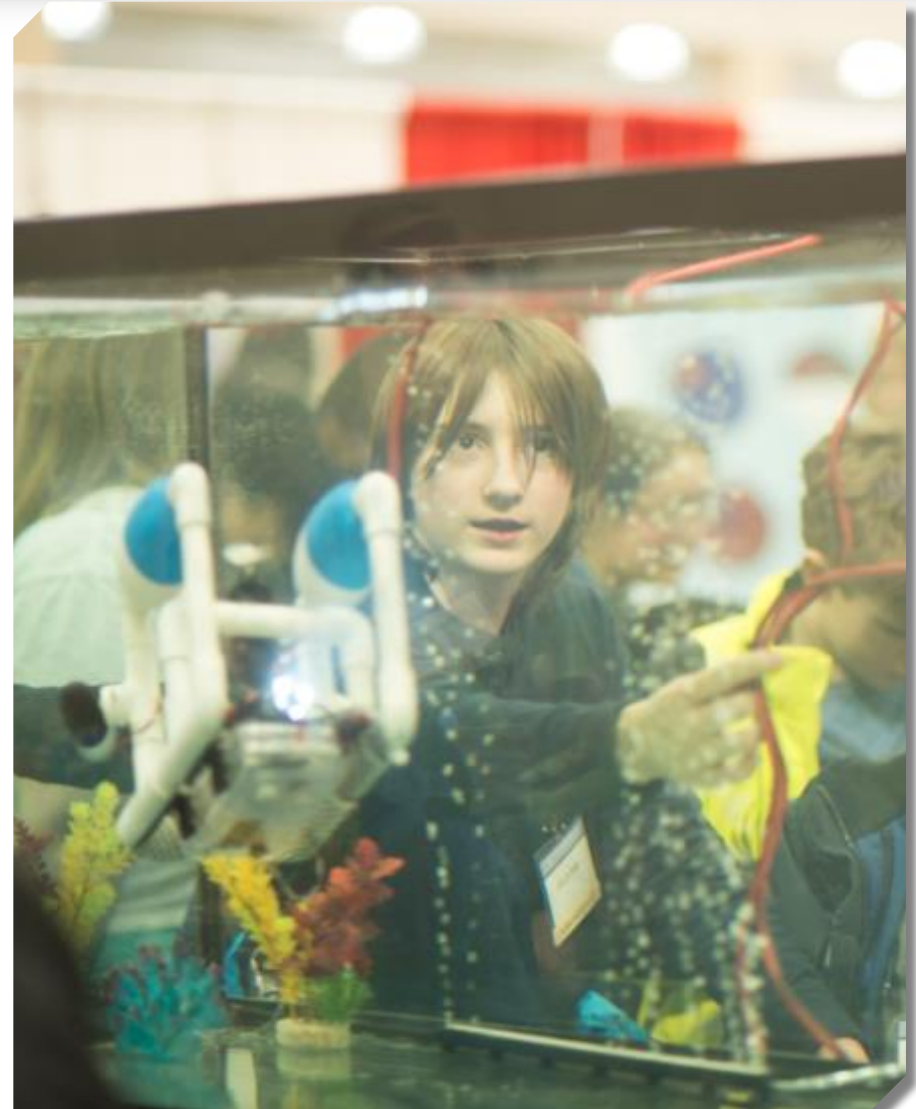
Define your audience before beginning production

- + General Public / Local Community
 - + Age groups
 - + Interest groups
 - + Educators
- + Stakeholders and Funders
- + Peer Groups



Knowing who your audience is will help determine where to spread your videos

- YouTube channels
- Facebook pages
- Twitter
- Embedding in Websites
- Pitching to TV networks



Branding your videos for easy recognition

Celebrating America's Largest Commercial Fishing Port Community - Keeping maritime traditions alive
810 views 8 months ago

What is the role of the traditional New England fishery in the ever-increasing global economy? How do local New Bedford fishing families stay afloat while competing with larger industry and keeping up with changing government regulations?

These are just some of the issues that MIT Sea Grant's marine anthropologist, Madeleine Hall-Arber, has been helping fishermen in New England address for over 25 years. Among her many projects and activities surrounding the fishing industry, Hall-Arber advises fisheries managers on the likely impacts of their working decisions, as well as assists commercial and recreational fishing indust...

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Channel tips

- Describe your channel
- Add a section
- Captivate your audience

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Playlists by mitseagrant2

2014 Climate Change Symposium on Sustaining...
2 months ago

Feature Projects
3 months ago

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1 year ago

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1 year ago

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TIM DOWNES, Assistant Director
by mitseagrant2 175 views 1 year ago

SETH NEWBURG, Robotics Engineer
by mitseagrant2 193 views 1 year ago

STEFANO BRIZZOLARA, Assistant Director for...
by mitseagrant2 838 views 1 year ago

CHRYSSOSTOMOS CHRYSSOSTOMIDIS, Director
by mitseagrant2 296 views 1 year ago

JOANNE MCHUGH, Assistant to the Director
by mitseagrant2 290 views 1 year ago

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Categories, Playlists, and Video Libraries



The screenshot displays the YouTube channel page for MIT Sea Grant. The main video player shows a young boy in a green shirt and blue lanyard working on a blue and white robotic device. The video title is "MIT Sea Perch Project at Family Science Day". Below the video player, the channel name "MIT Sea Perch Project at Family Science Day" and the handle "mitseagrant2" are visible. To the right, a list of educational programs is shown, including "MIT Sea Perch Project at Family Science Day", "Student Program for Innovation in Science and Engineering 2012", "Ocean Science Internship 2012", "Ocean Engineering Experience 2012", "Sea Perch Institute Challenge 2012", "E2 Underwater Robotics at MIT", and "KATHRYN SHROYER, Engineering educator". At the bottom right, there are two more video thumbnails: "The 16th annual Blue Lobster Bowl at MIT" and "MARGARET DAVIDSON".

Educational Programs
by mitseagrant2 • 3/11 videos

- 1 MIT Sea Perch Project at Family Science Day by mitseagrant2
- 4 Student Program for Innovation in Science and Engineering 2012 by mitseagrant2
- 5 Ocean Science Internship 2012 by mitseagrant2
- 6 Ocean Engineering Experience 2012 by mitseagrant2
- 7 Sea Perch Institute Challenge 2012 by mitseagrant2
- 8 E2 Underwater Robotics at MIT by mitseagrant2
- 9 KATHRYN SHROYER, Engineering educator by mitseagrant2

The 16th annual Blue Lobster Bowl at MIT
by mitseagrant2
881 views

MARGARET DAVIDSON
by mitseagrant2
27 views

Most of all...
Have Fun!

